



**Request for Proposals
Website Development 2021**

REQUEST FOR PROPOSALS

Manitoba Association of Community Health (MACH) is seeking a vendor to redesign and refresh our website in both English and French. To view our website, which is currently a splash page, please visit: www.machmb.ca.

The following RFP includes a background of our organization and describes the purpose of the redesign, desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

MACH BACKGROUND

MACH works with the province's Community Health Centres (CHCs) to improve the health and wellbeing of Manitoba residents. MACH is made up of 12 member CHCs:

- Aboriginal Health and Wellness Centre
- Centre de Santé Saint-Boniface
- Hope Centre Health
- Klinik Community Health
- Main Street Project
- MFL Occupational Health Centre
- Mount Carmel Clinic
- Nine Circles Community Health Centre
- NorWest Co-op Community Health
- Sexuality Education Resource Centre MB
- Women's Health Clinic
- Youville Clinic

Vision

MACH envisions a society in which all individuals, families and communities have access to complete, coordinated and cohesive primary health care.

Mission

MACH promotes the community health model for the delivery of primary health care services.

MACH works to:

- Promote the values and objectives of Community Health Centres
- Demonstrate the value and innovation that Community Health Centres bring to the primary health care system
- Facilitate collaboration and coalition building and advocate on issues of broad common concern
- Provide a regional forum for support and information sharing

PROJECT OVERVIEW

MACH recently received Federal funding to increase vaccine confidence and uptake among marginalized individuals and groups in Manitoba. MACH's member CHCs have decades of experience working with, and developing caring and trusting relationships with, vulnerable and marginalized populations in communities across the province. These agencies are champions for health equity and experts in the delivery of effective, community and team-based health care.

CHCs have been on the front line promoting COVID-19 testing and providing services and supports to vulnerable communities impacted by the pandemic. As such, MACH members are well poised to promote vaccination confidence, access and uptake. MACH will be carrying out a multi-pronged community vaccination campaign which will include a strong online presence, which requires a new and enhanced website.

GOALS

MACH's current website is a splash page and needs to be redeveloped and redesigned. We are looking for:

- A simple but vibrant and engaging general MACH website, using MACH's current logo and colour scheme, with social media and newsletter integration. The website should follow web accessibility principles including colour combinations with good contrast, keyboard only navigation, logical heading structure and be device friendly. The website should deliver the best possible user experience no matter the device it is being viewed on.
- A micro site, built into the general site, focused specifically on promoting and facilitating uptake in vaccinations for vulnerable populations across Manitoba. Users should be able to easily navigate, access and download materials from the micro site, which will act as a resource library. This "hub" will also contain embedded media files, such as videos, that can also be shared or downloaded. The content will be related to vaccination promotion materials (posters, handouts, checklists and other tools) tailored to a variety of audiences and likely in a variety of languages.

The Vendor should create a simple, attractive, easy-to-navigate website that will allow users to easily access information without getting lost. The website and micro site must be thoroughly tested across devices and browsers before it launches.

We would like to be able to make minor edits to the content in-house, so the backend must be user-friendly. We would like analytics built into the site for tracking, monitoring effectiveness and measuring access to the promotional tools and resources we will be developing.

Vendors should include any fees for ongoing website maintenance in their proposed budget.

BUDGET: \$10,000

TIMELINE:

RFP Release Date: Monday, July 19th, 2021

Response Deadline: 9:00am, Monday August 9th, 2021

Project Kickoff: Immediately

Desired Launch Goal Date: As soon as possible. Vendors should identify their availability and suggested a timeline within the deliverables required. Given the urgency around vaccine promotion and uptake, MACH will prioritize the development of micro site for launch as soon as possible, with the remainder of the website following.

Submission Requirements:

The proposal should be no more than 5 pages and should include the following:

1. A summary statement of your interest in our work.
2. A brief description of your firm, its legal name, location, clients, history and projects.
3. Detailed information on the qualifications and experience of staff or consultants to be assigned to the project.
4. A detailed work plan of the approach and timing for completion of deliverables.
5. A detailed estimate of the cost for completion of all deliverables as well as for each phase and optional components, if any, of the project.
6. Information on your firm's experience in similar projects, including client references, preferably for similar types of projects and organizations.
7. Any other supporting information you may wish to include with your submission.
8. Anticipated start date.

Bidders shall provide all information requested. Failure to provide such information may result in the proposal not being accepted.

Questions / Additional Information:

All enquires related to this Request for Proposals are to be directed, in writing, to the following person:

Izzy Goluch, Communication & Outreach Worker, MACH:
communications@machmb.ca

Proposal due by:

Please respond to this request for proposals by Monday, August 9th, 2021. Proposals received after 9:00 am on August 9th will not be accepted.

Thank you for your interest.